

WHAT IS ZERO FATALITIES?

In 2000, 373 people lost their lives on Utah's roads. Fortunately, more people are living each year, because the number of fatalities has consistently dropped every year; most recently to 285 fatalities in Utah in 2007 – a 24 percent decrease, compared to seven years ago. While a 24 percent reduction in fatalities is great progress, is that cause to celebrate? Should we be happy that 284 people died on Utah roads last year, instead of the 373 deaths seven years ago? Obviously not. The loss of just one life is too many.

The Zero Fatalities program is a united effort from the federal government, state organizations, and public and private businesses that attacks the top five contributing factors to fatalities on Utah roads: drowsy driving, distracted driving, aggressive driving, impaired driving and not buckling up. This extensive public education program is designed to convince adults, teens, children, community, business and political leaders why we need to change today's driving behaviors. We need to adopt the philosophy of Zero Fatalities for ourselves, our families, and our communities.

Drivers are adopting this philosophy through powerful TV and radio commercials, community events, Internet content, and local media stories. The Zero Fatalities program has been presented to and received endorsements from politicians, planning organizations, law enforcement officials, drivers ed instructors, high school counselors and students, private businesses, city administration, and other community leaders. We would like your support as well.

For more information, visit www.ZeroFatalities.com.